



# ORDER

Flight Dates **08/28/12-09/03/12**

Contract / Revision      **309081 /**

Original Date / Revision  
08/24/12    08/30/12

Advertiser **Arpaio / Republican / Sheriff**

Agency    **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Product

**Arpaio for Sheriff**

Agency Com    15%

Billing Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **220**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 13%    Market Value 139423

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	17%	23701
KPNX	19%	26490
KPPX	%	0
KSAZ	25%	34855
KTVK	26%	36250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	37	\$15,406.25	\$18,125.00	0.00	08/27/12	09/03/12	37	\$15,406.25	\$18,125.00
<b>Totals</b>	<b>37</b>	<b>\$15,406.25</b>	<b>\$18,125.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	08/28/12	08/31/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF - -					4	\$225.00		0.00			
N 2	KNXV	09/03/12	09/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M- - - - -					1	\$225.00		0.00			
N 3	KNXV	08/28/12	08/31/12		CM	4pm-430pm	- TWTF - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00



KNXV

Print Date: 08/30/12

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Contract / Revision **309081** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **220**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4pm-430pm 4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		2				\$350.00		0.00			
N 4	KNXV	09/03/12	09/03/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -		1				\$350.00		0.00			
N 5	KNXV	08/29/12	08/31/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- - WTF - -	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - WTF - -		3				\$450.00		0.00			
N 6	KNXV	09/03/12	09/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -		1				\$450.00		0.00			
N 7	KNXV	08/29/12	08/31/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- - WTF - -	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - WTF - -		3				\$450.00		0.00			
N 8	KNXV	09/03/12	09/03/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -		1				\$450.00		0.00			
N 9	KNXV	08/29/12	08/31/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- - WTF - -	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
Rate Revised from \$750 per LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - WTF - -		3				\$700.00		0.00			
N 10	KNXV	09/03/12	09/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -		1				\$750.00		0.00			
N 11	KNXV	08/29/12	08/31/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- - WTF - -	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - WTF - -		3				\$850.00		0.00			
N 12	KNXV	09/03/12	09/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -		1				\$850.00		0.00			
N 13	KNXV	09/02/12	09/02/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - - S		1				\$850.00		0.00			
N 14	KNXV	08/29/12	08/31/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	- - WTF - -	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - WTF - -		3				\$350.00		0.00			
N 15	KNXV	09/03/12	09/03/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00



KNXV

Print Date: 08/30/12

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Order Sep   00:20:00

Advertiser   **Arpaio / Republican / Sheri**   Product **Arpaio for Sheriff**

Estimate #   **220**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	09/03/12	09/03/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----					1	\$350.00		0.00				
N 16	KNXV	08/29/12	08/31/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	--WTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--WTF--					4	\$200.00		0.00				
N 17	KNXV	09/03/12	09/03/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----					1	\$200.00		0.00				
N 18	KNXV	08/31/12	08/31/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,450.00	P-2	0.00	NM	1	\$2,450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	----F--					1	\$2,450.00		0.00				
N 19	KNXV	08/29/12	08/31/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	--WTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--WTF--					2	\$200.00		0.00				
														Totals	37	\$18,125.00

\*Tax 1 Note: Tax 0.5%.

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